

Argument in Favor of Measure A

Measure A will allow us to fill in vacant downtown properties with market rate housing that is desirable and supportable for many potential residents.

It is smart growth, smart because by putting people close to public transportation and shopping, it significantly reduces greenhouse gas emissions and congestion.

It is smart because it preserves our rural character by allowing more of our foothills and fields to remain open green space.

It is smart because it reduces our need to build infrastructure – things like roads, water and sewer.

It is smart because it will allow us to reestablish downtown as an energetic and vital heart of our community, with meaningful activities every day and evening.

It is smart because it provides high-demand housing that will attract many younger and older people to an upscale urban environment that preserves the home-town atmosphere we enjoy.

It is smart because it provides mixed use structures that house residents at night, office workers during the day, and commercial establishments that service them during the day and evening.

It is smart because it preserves our growth control population cap and so is completely consistent with the philosophy of growth control cherished by our residents.

And it is smart because it will draw investment into our community that will increase our economic well being and create more jobs for our residents.

Measure A is smart, very smart. Please vote YES on A on May 19.